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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
| 10/686,967 | 10/16/2003 | Channing K. Barringer | 60655.2600 | 8084 |
| 66170 | 7590 | 04/21/2010 | EXAMINER | |
| Snel & Wilmer L.L.P. (AMEX) ONE ARIZONA CENTER 400 E. VAN BUREN STREET PHOENIX, AZ 85004-2202 | | | LONG, FONYA M | |
| ART UNIT | PAPER NUMBER | | | |
| | | | 3689 | |
| NOTIFICATION DATE | DELIVERY MODE | | | |
| 04/21/2010 | ELECTRONIC | | | |

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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**Advisory Action
Before the Filing of an Appeal Brief**

Application No.

10/686,967

Examiner

FONYA LONG

Applicant(s)

BARRINGER ET AL.

Art Unit

3689

—The MAILING DATE of this communication appears on the cover sheet with the correspondence address —

THE REPLY FILED 07 April 2010 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

a) The period for reply expires ____ months from the mailing date of the final rejection.
 b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
 Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
 (a) They raise new issues that would require further consideration and/or search (see NOTE below);
 (b) They raise the issue of new matter (see NOTE below);
 (c) They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 (d) They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: See Continuation Sheet. (See 37 CFR 1.116 and 41.33(a)).

4. The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).

5. Applicant's reply has overcome the following rejection(s): _____.

6. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).

7. For purposes of appeal, the proposed amendment(s): a) will not be entered, or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____

Claim(s) objected to: _____

Claim(s) rejected: _____

Claim(s) withdrawn from consideration: _____

AFFIDAVIT OR OTHER EVIDENCE

8. The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).

9. The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fail to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).

10. The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
See Continuation Sheet.

12. Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____

13. Other: _____

/Janice A. Mooneyham/
 Supervisory Patent Examiner, Art Unit 3689

/FONYA LONG/
 Examiner, Art Unit 3689

Continuation of 3. NOTE: The newly amended and addded claims contain new limitations (i.e. transferring marketing information within the first show to a remote recipient of the first show, dynamically altering the second show based upon the selected proposed strategy; etc...) which require further consideration.

Continuation of 11. does NOT place the application in condition for allowance because: Examiner has carefully reviewed and considered the Applicant's request for reconsideration/arguments. However, Examiner does not find Applicant's arguments to be persuasive. Applicant argues that Von Kohorn fails to disclose "presenting additional marketing information". Examiner asserts Applicant's argument is directed to a newly amended claimed limitation and is considered moot. Applicant also argues that Von Kohorn fail to disclose "a database configured to store a plurality of proposed strategies" or "a processor configured to select at least one proposed strategy stored on the database". Examiner respectfully disagrees. Von Kohorn discloses database configured to store a plurality of proposed strategies (Abstract, via a memory response to the instructional signal for storing acceptable responses, and a comparison circuit for comparing responses entered at the keyboard with those stored in the memory (Abstract). The claim fails to recite the database being searchable. Von Kohorn discloses a processor via a machine-readable means to facilitate a reading of the score and/or response (i.e. proposed solution) by the host on the television show (Col. 15, Lines 5-23). Applicant argues that Von Kohorn fails to disclose "transferring the selected proposed strategy, by thr first media source distinct first interface, within a second show, of the series of shows". Examiner asserts Applicant's argument is directed to a newly amended claimed limitation and is considered moot. These newly amended limitations require the Examiner to re-consider the prior art in light of these newly amended limitations and/or perform a new search.